



PASSPORT GMID

ЭЛЕКТРОННЫЕ РЕСУРСЫ ИНФОРМАЦИИ

БРИТАНСКОГО ИЗДАТЕЛЯ EUROMONITOR INTERNATIONAL

ЕКАТЕРИНА БОНДАРЕНКО

РЕГИОНАЛЬНЫЙ МЕНЕДЖЕР ПО РАЗВИТИЮ

2012

ПЛАН ПРЕЗЕНТАЦИИ

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Euromonitor International

Ведущий в мире издатель международной бизнес-информации

Research Methodology

Наш подход к исследованиям

Passport GMID

Улучшенный интерфейс и функции

Market Research Monitor

Новая коллекция для библиотек

Reference Books

Статистические ежегодники и каталоги

Рекомендации пользователей



EUROMONITOR INTERNATIONAL

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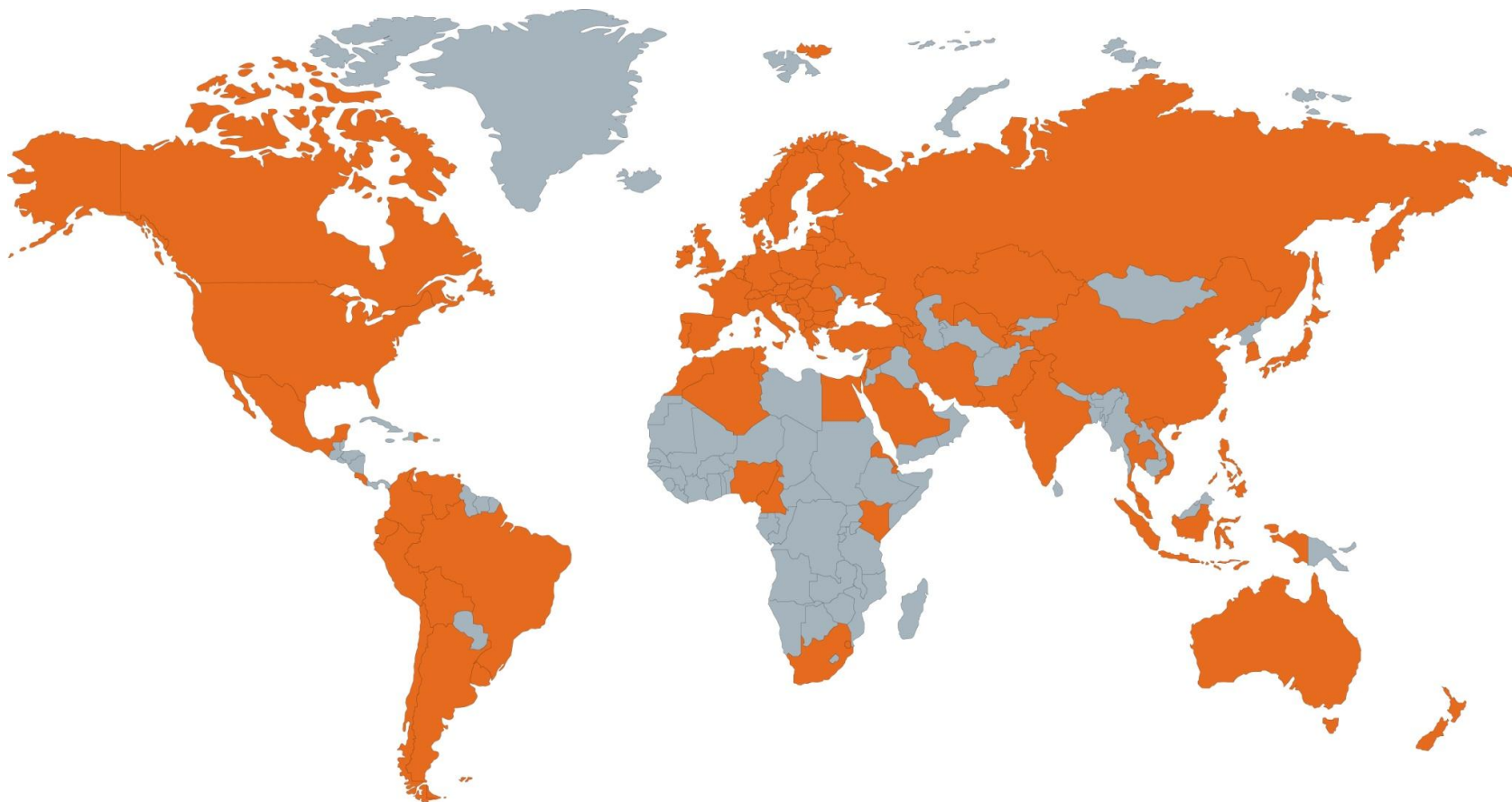
- Источник бизнес - информации, которому доверяют
- Поддержка и помощь академическому сектору 40 лет
- 800 аналитиков в 80 странах
- Региональные исследовательские центры и поддержка пользователей отраслевыми специалистами
- Фокусирование исследований на отраслях, странах, потребителях
- Книги, отчёты, онлайн-ресурс информации и исследования под заказ



ИССЛЕДОВАНИЯ ИНДУСТРИЙ В 80 СТРАНАХ

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С ПОМОЩЬЮ АНАЛИТИКОВ НАХОДЯЩИХСЯ В КАЖДОЙ ИЗ НИХ



80 основных стран

- **85% мирового населения**

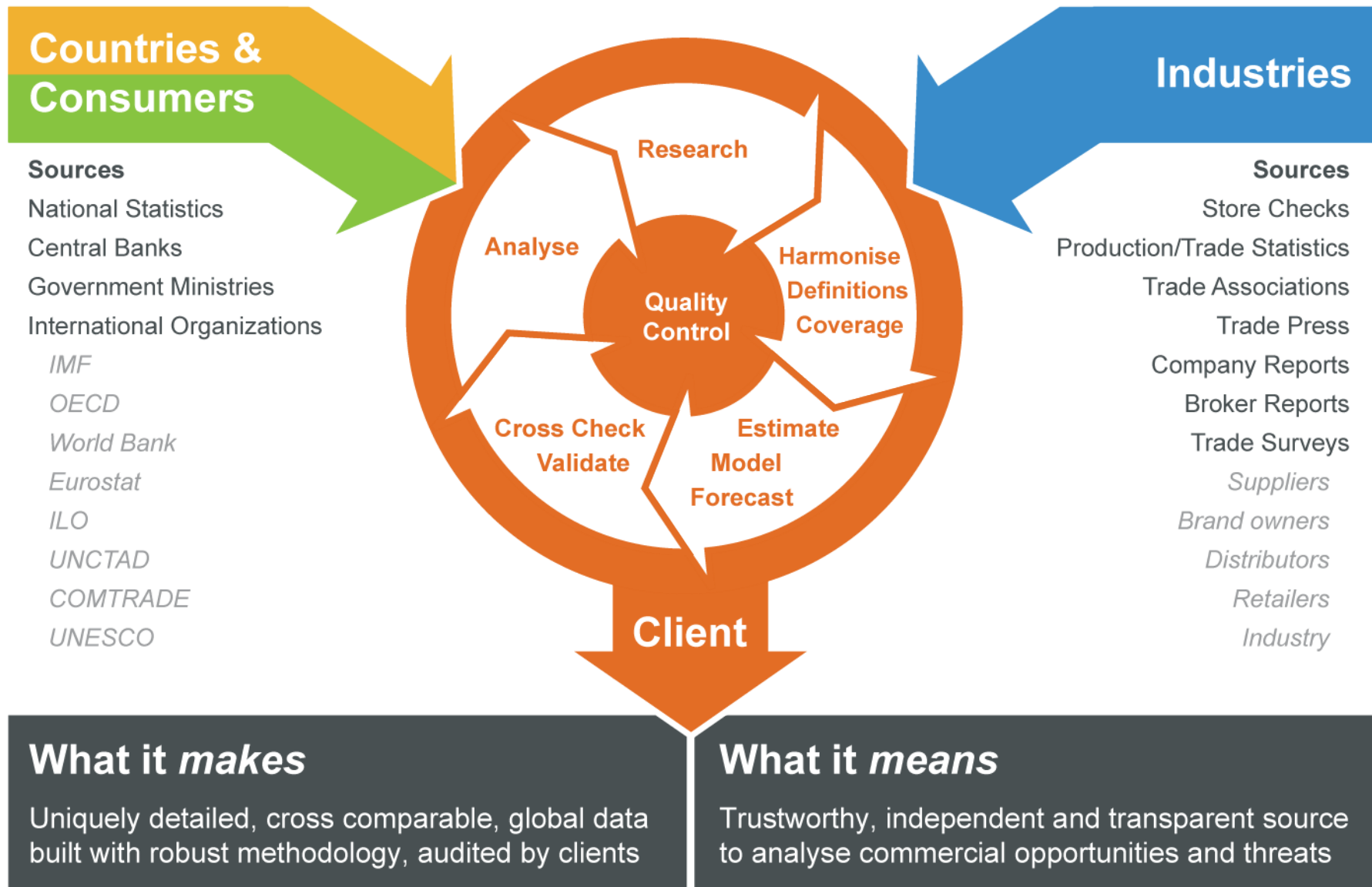
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- **98% глобального потребления**

До 208 стран исследованно в общей сложности по категории:

- **Страны и потребители**

METHODOLOGY



НАШ ПОДХОД К ИССЛЕДОВАНИЯМ

Последовательная
методология для
всех стран

Сравнимые
определения

Многочисленные
источники точной
информации

Тщательная
оценка данных и
проверка путем
сравнения
данных по
странам

Глубокие
исследования в
каждой стране:
опубликованная
информация,
мнения, анализ

Преимущества
отношений с
клиентами

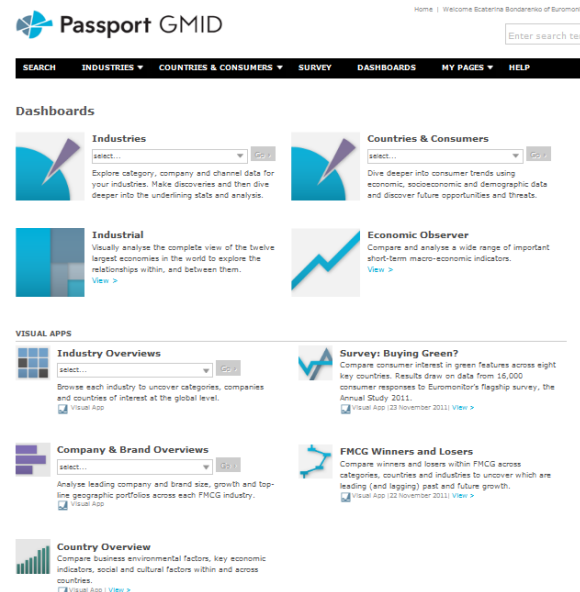
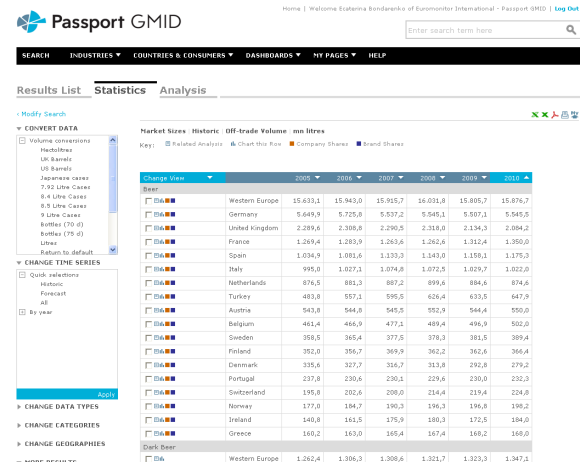
Параллельные
исследования на
международном
уровне



PASSPORT GMID ЭТО ...

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- Уникальный цельный ресурс
- Анализ всех доступных данных
- Комментарий экспертов
- Самые последние данные
- Глобальное решение
- Удобный доступ
- Междисциплинарный ресурс: экономика и бизнес, маркетинг и менеджмент, социальные науки, политология, здравоохранение и медицина, страноведение и география, туризм, статистика, IT и коммуникации

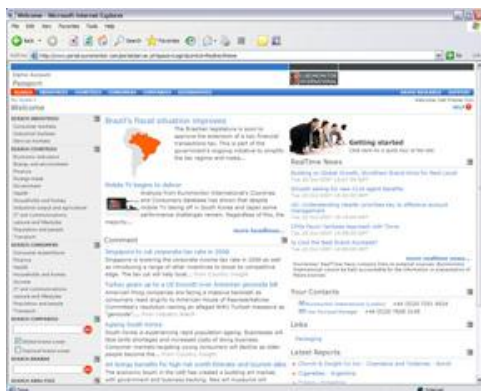


ОБЗОР PASSPORT GMID

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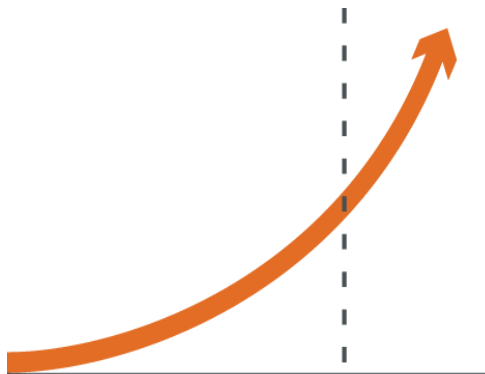
Что это?

- Ворота в мир глобальной стратегической информации
- Полная информационная архитектура для Вашей организации
- Структурированные данные по отраслям и их анализ



Для чего это?

- Полная картина бизнес среды
- Возможность отслеживать ситуацию на рынках и смежных отраслях, условия работы, потребительские тенденции
- Эффективное использование информации



Что в нем?

- Статистика, отчеты, комментарии
- Сотни видов продуктов и услуг
- 10-тки миллионов единиц данных
- Тысячи полных текстовых отчетов: глобальных, региональных, по странам, по компаниям




МАСШТАБЫ ИССЛЕДОВАНИЙ ПО ИНДУСТРИЯМ


Consumer Products


 Alcoholic Drinks

 Beauty & Personal Care

 Clothing & Footwear

 Consumer Appliances

 Consumer Electronics

 Consumer Health

 DIY & Gardening

 Eyewear

 Fresh Food


 Health & Wellness

 Home Care

 Hot Drinks

 Housewares


 Luxury Goods

 Packaged Food

 Pet Care

 Personal Goods


 Soft Drinks


 Tissue & Hygiene

 Tobacco

 Toys & Games

Services


 Consumer Finance

 Consumer Foodservice


 Retailing

 Travel & Tourism

Countries and Consumers

 Countries and Consumers

 Consumer Trends & Lifestyles

 Economy, Finance & Trade

 Government, Labour & Education


 Income & Expenditure

Suppliers


 Industrial

 Ingredients

 Packaging

 Industry, Infrastructure & Environment

 Population & Homes

 Technology, Communications & Media

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- ☐ Countries &

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Apparel	Packaged Food
Beauty and Personal Care	Packaging
Consumer Appliances	Personal Goods
Consumer Electronics	Pet Care
Consumer Finance	Retailing
Consumer Foodservice	Soft Drinks
Consumer Health	Tissue and Hygiene
DIY and Gardening	Tobacco
Eyewear	Toys and Games
Fresh Food	Travel and Tourism
Health and Wellness	
Home Care	
Hot Drinks	
Housewares and Home Furnishings	



Autos Focus: Beyond the BRICs, Part 1 – The Next Frontier Markets

Global vehicle sales have historically equated to over 10% of the number of households with an annual disposable income (ADI) in excess of US\$10,000. Euromonitor International's household disposable income forecast...

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Government, Labour and Education

Income and Expenditure

Industry, Infrastructure and Environment

Population and Homes

Technology, Communications and Media

Lifestyles in South Africa

conomy, South Africa not surprisingly performs product sectors than in others. There have also ces that have defined the country's consumer

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Survival in the Iranian Market

istory in Iran, particularly during the 1970s. known for offering different types of baby food Cerelac dried baby food and...

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Spotlighting Central, Eastern and Western European consumers

Which consumer trends are manifesting themselves in Central, Eastern & Western Europe? This bulletin looks at the Russian food revolution, the Italian passion for chocolate, and the crowning of Brits...

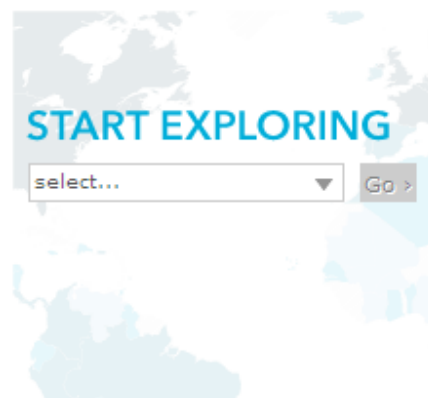
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Countries & Consumers

Go >

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Economic Observer

Compare and analyse a wide range of important short-term macro-economic indicators.

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Industry Overviews

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Browse each industry to uncover categories, companies and countries of interest at the global level.

☒ Visual App


Survey: Buying Green?

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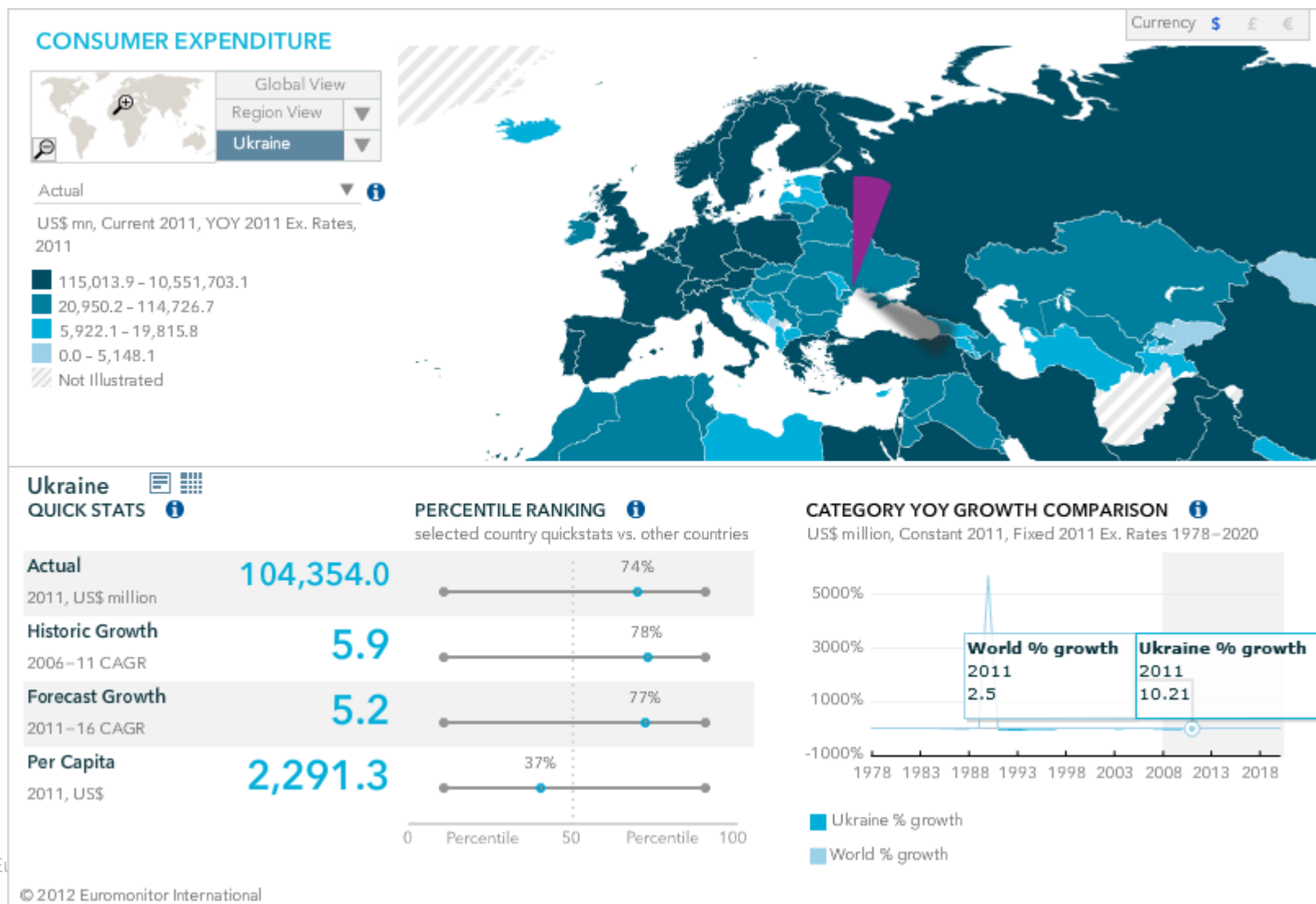


FMCG Winners and Losers

Compare winners and losers within FMCG across

DASHBOARDS (ПРИМЕР)

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- Визуализация информации
- Обзор и понимание больших объёмов данных
- Переход от панели Dashboards к статистике и стратегическим анализам
- Функция экспорта в PowerPoint и PDF формат
- Категории, компании - визуализация
- Глобальный, региональный и национальный масштаб
- Сочетание данных, внесенных в Вашу подписку

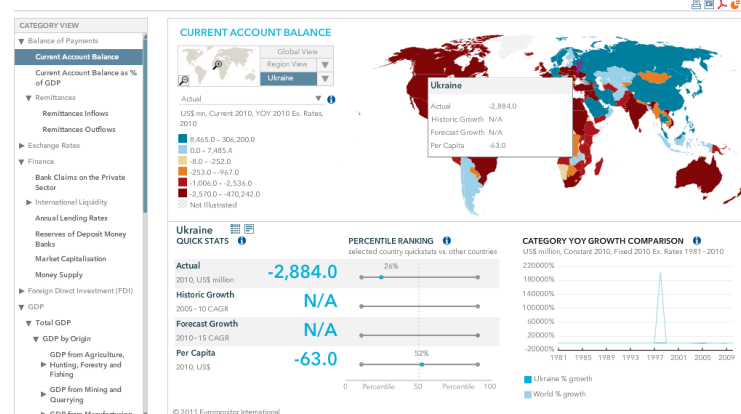
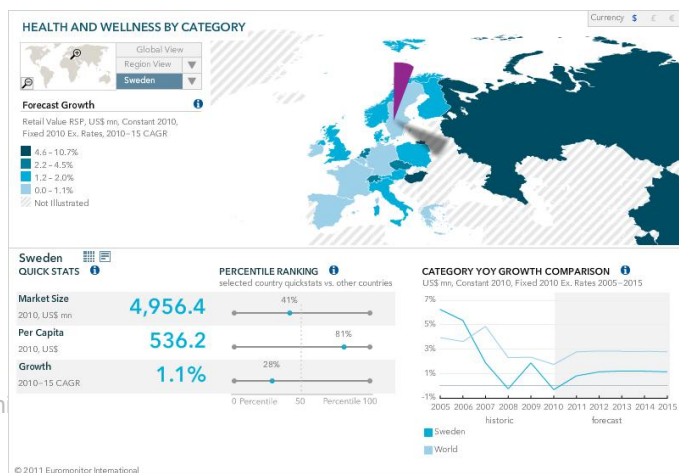
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- ☐ Volume conversions
 - Hectolitres
 - UK Barrels
 - US Barrels
 - Japanese cases
 - 7.92 Litre Cases
 - 8.4 Litre Cases
 - 8.5 Litre Cases
 - 9 Litre Cases
 - Bottles (70 cl)
 - Bottles (75 cl)
 - Litres
- ☐ Return to default

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- ☐ Quick selections
 - Historic
 - Forecast
 - All
- ☐ By year

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► CHANGE DATA TYPES

► CHANGE CATEGORIES

► CHANGE GEOGRAPHIES

▼ MORE RESULTS

Market Sizes | **Historic** | Off-trade Volume | mn litresKey: ☐ Related Analysis ☒ Chart this Row ☐ Company Shares ☐ Brand Shares

Change View		2005	2006	2007	2008	2009	2010
Beer							
	Western Europe	15,633.1	15,943.0	15,915.7	16,031.8	15,805.7	15,076.7
	Germany	5,649.9	5,725.8	5,537.2	5,545.1	5,507.1	5,545.5
	United Kingdom	2,289.6	2,308.8	2,290.5	2,318.0	2,134.3	2,084.2
	France	1,269.4	1,283.9	1,263.6	1,262.6	1,312.4	1,350.0
	Spain	1,034.9	1,081.6	1,133.3	1,143.0	1,158.1	1,175.3
	Italy	995.0	1,027.1	1,074.8	1,072.5	1,029.7	1,022.0
	Netherlands	876.5	881.3	887.2	899.6	884.6	874.6
	Turkey	483.8	557.1	595.5	626.4	633.5	647.9
	Austria	543.8	544.8	545.5	552.9	544.4	550.0
	Belgium	461.4	466.9	477.1	489.4	496.9	502.0
	Sweden	358.5	365.4	377.5	378.3	381.5	389.4
	Finland	352.0	356.7	369.9	362.2	362.6	366.4
	Denmark	335.6	327.7	316.7	313.8	292.8	279.2
	Portugal	237.8	230.6	230.1	229.6	230.0	232.3
	Switzerland	195.8	202.6	208.0	214.4	219.4	224.8
	Norway	177.0	184.7	190.3	196.3	196.8	198.2
	Ireland	140.8	161.5	175.9	180.3	172.5	184.0
	Greece	160.2	163.0	165.4	167.4	168.2	168.0
Dark Beer							
	Western Europe	1,262.4	1,306.3	1,308.6	1,321.7	1,323.3	1,347.1

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Results List **Statistics** Analysis Info Sources[Modify Search](#)

▼ CONVERT DATA

- ☐ Currency conversions
- ☐ Current/constant
- ☐ Unit multiplier
- ☐ Growth
- ☐ Per capita/household

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▼ MORE RESULTS

- Countries and Consumers
 - Consumer Expenditure by Age of Household Head
 - Consumer Expenditure by Economic Status of Household Head
 - Consumer Expenditure by Income
 - Consumer Expenditure by Number of Household Members
 - Consumer Expenditure by Tenure
 - Consumer Expenditure by Type of Household

Historic

Key: ☐ Related Analysis ☒ Chart this Row ☐ Consumer Expenditure by Age of Household Head ☐ Consumer Expenditure by Economic Status of Household Head ☐ Consumer Expenditure by Income ☐ Consumer Expenditure by Number of Household Members ☐ Consumer Expenditure by Tenure ☐ Consumer Expenditure by Type of Household

Change View		2005	2006	2007	2008	2009	2010
Consumer Expenditure							
	Western Europe - US\$ mn - Current Prices - Year-on-Year Exchange Rates	8,106,489.5	8,553,986.1	9,745,144.4	10,467,639.0	9,591,911.3	9,595,732.1
	Austria - € mn - Current Prices	136,372.5	141,764.0	146,595.3	151,706.9	152,755.8	158,590.5
	Belgium - € mn - Current Prices	150,620.0	158,050.0	165,328.7	173,381.4	172,091.9	178,014.5
	Cyprus - € mn - Current Prices	10,211.0	10,885.1	12,151.0	13,363.9	12,757.4	13,553.3
	Denmark - DKK mn - Current Prices	735,377.0	774,853.9	806,244.0	825,154.2	798,425.9	832,156.0
	Finland - € mn - Current	77,807.0	82,315.0	86,991.7	91,441.9	89,928.6	93,669.6

Results List **Statistics** Analysis[Modify Search](#)

▼ CONVERT DATA

- ☐ Volume conversions
- ☐ Unit multiplier
- ☐ Growth
 - Year-on-year growth (%)
 - Period growth
 - Growth Index
 - Return to actual
- ☐ Per capita/household
- ☐ Unit price

► CHANGE TIME SERIES

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▼ MORE RESULTS

- Market Sizes
- Company Shares
- Brand Shares

Market Sizes | **Forecast** | Off-trade Volume | mn litres | Period GrowthKey: ☐ Related Analysis ☒ Company Shares ☐ Brand Shares

Change View		2010-15 %	2010-15 CAGR %	2010-15 Absolute
Beer				
	Western Europe	3.6	0.7	564.9
	Austria	2.3	0.5	12.7
	Belgium	5.9	1.1	29.4
	Denmark	-5.0	-1.0	-14.1
	Finland	3.0	0.6	11.0
	France	7.1	1.4	95.5
	Germany	-0.5	-0.1	-25.4
	Greece	5.7	1.1	9.5
	Ireland	12.4	2.4	22.8
	Italy	6.4	1.2	65.4
	Netherlands	-0.3	-0.1	-2.7
	Norway	9.8	1.9	19.4
	Portugal	4.6	0.9	10.6
	Spain	11.6	2.2	136.4
	Sweden	2.5	0.5	9.6
	Switzerland	9.7	1.9	21.8
	Turkey	17.8	3.3	115.6
	United Kingdom	1.5	0.3	32.2
Dark Beer				
	Western Europe	6.1	1.2	82.2
	Austria	14.2	2.7	0.9
	Belgium	4.6	0.9	4.3
	Denmark	8.8	1.7	0.2
	Finland	19.3	3.6	0.2
	France	21.4	4.0	29.5



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Lager price band methodology

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Relevance

Beer in Spain
 Beer in Austria
 Beer in Germany
 Beer in Norway
 Beer in the Netherlands
 Beer in Greece
 Beer in Ireland
 Beer in Italy
 Beer in Switzerland
 Beer in Belgium
 Beer in Denmark
 Beer in Poland

Beer in Spain

Category Briefing | 07 Apr 2011

HEADLINES

- Total volume sales decline by 4% from 2009 to 3.1 billion litres in 2010
- Poor performance of tourism hinders beer in 2010
- Non-alcoholic beer sees only total volume growth of 1% in 2010
- 1% current value decline in total unit price in 2010
- Heineken and Mahou lead beer sales with 32% and 30% total volume share respectively in 2010
- 6% total volume decline expected for beer for forecast period as a whole

TRENDS

- According to the Spanish Beer Trade Association Cerveceros, around 30% of beer purchases in Spain are made by tourists. This results in Spanish beer sales being vulnerable to fluctuations in tourist numbers. Sales consequently suffered as a result of a downturn in tourist numbers towards the end of the review period. The Spanish Home Department stated that in July 2010 the number of tourists visiting Spain decreased by almost 2% over the previous year, with 2009 also seeing a sharp decline in inbound tourist numbers of 10%. Decline was mainly as a result of poor economic conditions but the decline seen in 2010 was also due to a volcanic cloud from Iceland, which affected European air space for more than a month from April.
- As in 2008 and 2009, the 2010 performance of beer was also clearly affected by Spain's poor economic performance. Spanish consumers continued to cut down on superfluous spending wherever possible and sought to save money on leisure activities. This particularly affected sales via the on-trade, with these seeing a sharp 7% volume decline in 2010. This followed on from 8% decline in 2009 and 7% decline in 2008. As unemployment continued to rise, exceeding 20% of the population aged 15-years-old and over in 2010, Spaniards' leisure habits changed. Staying at home is increasingly becoming popular than going out, with consumers thus increasingly dining in or socialising with friends at home.
- In contrast, the off-trade saw ongoing sales growth in 2010, with volume sales rising by 1%. This was also roughly in line with off-trade volume growth rates in 2008 and 2009. This was due to rising domestic consumption at home as consumers sought to save money. However, the good performance of the off-trade was insufficient to support total volume sales growth. Beer is particularly vulnerable to decline in on-trade sales due to 62% of total volume sales in beer

Economy, Finance and Trade

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 Euromonitor International has identified the five most important global trends to 2020 and beyond. These trends are set to intensify in the next decade and will influence business environments and...
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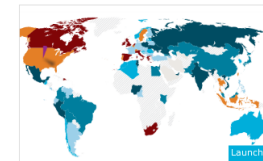
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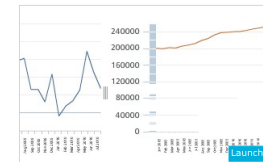
Special Report: Short-term Forecast of Global Inflation

In April 2011, the IMF raised its 2011 forecast for global inflation to 4.5% (from 3.7% in 2010), mainly due to a surge in global commodity prices.

DASHBOARD



ECONOMIC OBSERVER DASHBOARD



SHORT-TERM ECONOMIC ANALYSIS |

Monthly Economic Review of the Chinese Economy:
 May 2011 Update
 May 2011

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Government, Labour and Education

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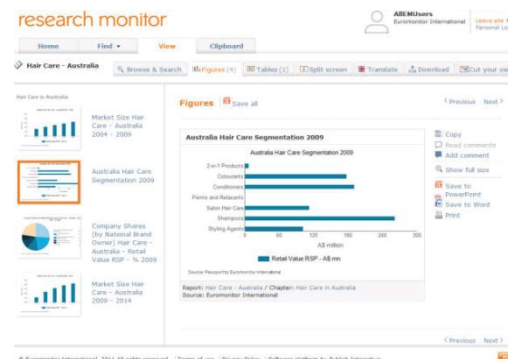
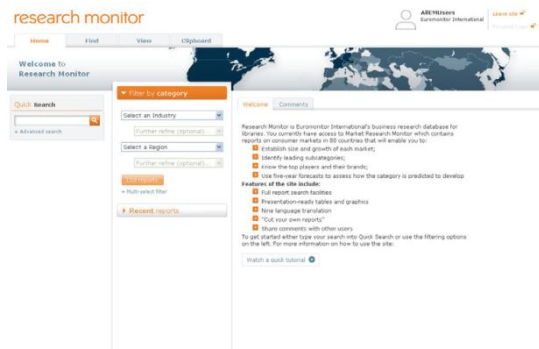
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RESEARCH MONITOR

- **Market Research Monitor** – он-лайн коллекция из более чем 10,000 отчетов о рыночных исследованиях специалистов Euromonitor International.
- Этот ресурс создан специально для библиотек, с его помощью пользователи могут составить подробную картину потребительского рынка в 80 странах Мира, используя 200 промышленных категорий.



RESEARCH MONITOR

- Помогает выделить лидирующие подкатегории каждого рынка
- Выявляет важнейших участников рынка и их торговые марки
- Позволяет оценить доли компаний на каждом рынке
- Предоставляет прогнозы на ближайшие пять лет, каким образом будет развиваться каждая категория

Home Audio and Cinema in Ukraine

- ☐ Headlines
- ☐ Market Trends and Segmentation
- ☐ Competitive Landscape
- ☐ Forecast
- ☐ Definitions and Methodology

Files

Home Audio and Cinema in Ukraine

19 Oct 2011

Headlines

- Home audio and cinema decreases in value by 11% during 2010, falling to UAH328 million
- Economising on home audio and cinema products continues into 2010
- Home cinema and speaker systems records the best performance in 2010 as volume sales fall by 12%
- The average unit price increases by 6% in 2010, rising to UAH1,546 per unit due to high inflation
- Samsung and LG lead home audio and cinema during 2010 as competition continues to toughen
- Home audio and cinema is set to increase in volume by 9% over the course of the entire forecast period

Market Size Home Audio and Cinema - Ukraine 2005 - 2010

Full size



Source: Passport by Euromonitor International

Figure

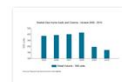
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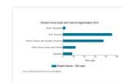
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Home Audio and Cinema in Ukraine

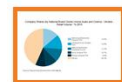
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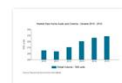
Market Size Home Audio and Cinema - Ukraine 2005 - 2010



Ukraine Home Audio and Cinema Segmentation 2010



Company Shares (by National Brand Owner) Home Audio and Cinema - Ukraine - Retail Volume - % 2010



Market Size Home Audio and Cinema - Ukraine 2010 - 2015

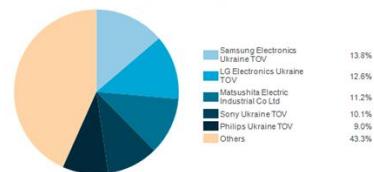
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Company Shares (by National Brand Owner) Home Audio and Cinema - Ukraine - Retail Volume - % 2010

Company Shares (by National Brand Owner) Home Audio and Cinema - Ukraine - Retail Volume - % 2010



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Report: Home Audio and Cinema in Ukraine / Chapter:

Home Audio and Cinema in Ukraine

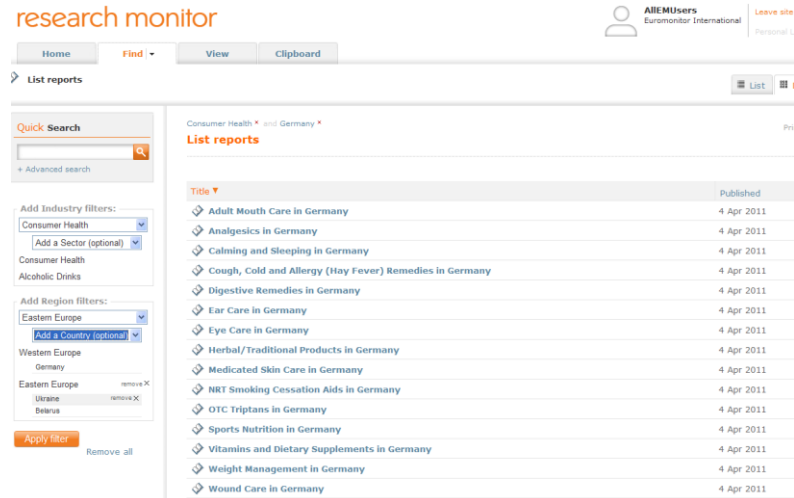
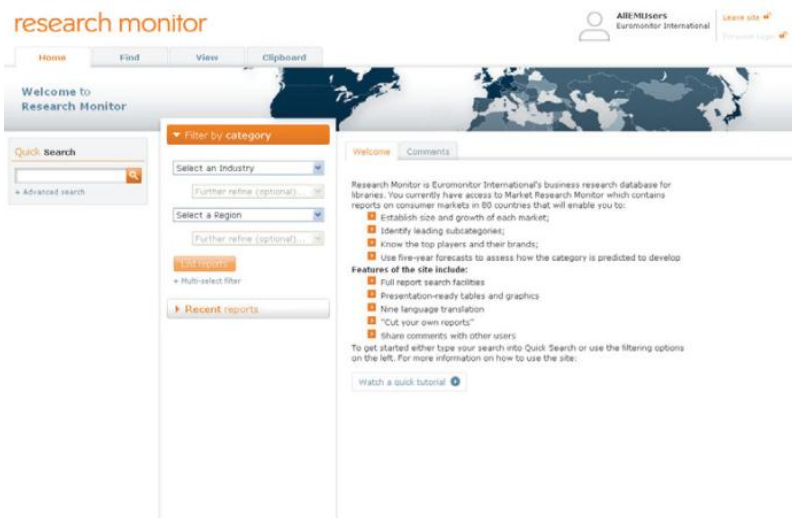
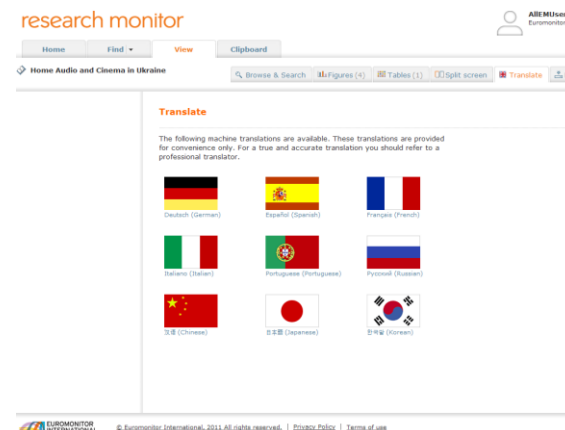
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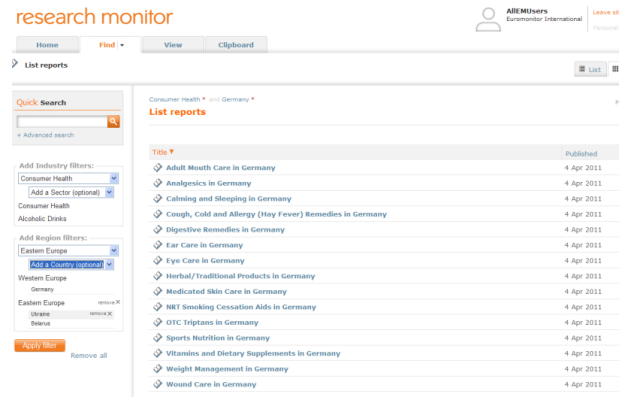
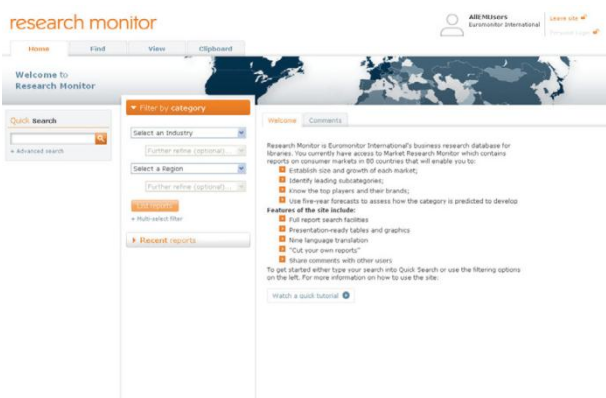
- Перевод отчётов на девять языков: китайский, французский, немецкий, итальянский, японский, корейский, португальский, русский и испанский
- Позволяет экспортировать отчеты в программы „Word“ и „PDF“
- Экспортировать таблицы в программы „PowerPoint“ и „Excel“
- Пользователи могут создавать собственные отчеты
- Возможные пути доступа через: IP-адрес и URL страницы
- Нет необходимости в регистрации
- При регистрации предоставляется больше возможностей



RESEARCH MONITOR 200 ПРОМЫШЛЕННЫХ КАТЕГОРИЙ

20

- Алкогольные напитки
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- Услуги питания
- Здоровье потребителей
- Товары для сада и дома
- Оптика
- Продукты питания
- Здоровье и благополучие
- Домашний уход
- Горячие напитки
- Товары и мебель для дома
- Упакованная продукция
- Товары личного пользования
- Товары для ухода за животными
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- Путешествия и туризм



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- Euromonitor International ежегодно издает справочники для библиотек на протяжении 40 лет.
- Публикация ценных данных по исследованиям рынков; тенденций и развитие отраслей;
- информация по странам и потребителям;
- профили компаний и источники бизнес информации.
- Подробное описание каждого справочника, вместе с образцами страниц, таблицы содержания и независимые обзоры книги вы найдёте на сайте:
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- Клиент - ориентированные услуги
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- Анализ страновых тенденций и перспектив

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Потребительские отношения и мнения

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- Данные и анализ образа жизни

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- Стратегический анализ состояния рынка
- Профили и позиционирование компаний
- Страновые профили и файлы данных
- Будущие демографии
- Анализ и комментарий новостей
- Мониторинг потребительских тенденций

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Обзоры рынка

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- Образ жизни потребителей
- Будущие демографии

Справочные издания

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- Указатели индустрий
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- Сбор данных о конкурентах и бенчмаркетинг
- Понимание и сегментация потребителей
- Исследования выхода на рынок
- Аудит и выборочное изучение розничных продаж
- Планирование будущих сценариев
- Консалтинг по дистрибуции, поставкам и цепочке добавленной стоимости

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